

**ABSTRACT OF THE DISCLOSURE**

A device for applying a product comprises a receptacle body defining a reservoir configured to contain a product and an application element configured to apply a product to a surface. A cavity is in flow communication with the reservoir and configured to receive the application element. The device further comprises a support element on which the application element is mounted. The support element is mounted to pivot relative to the receptacle body between a first position wherein the application element is received in the cavity and a second position wherein the application element is at least partially exposed so as to be capable of coming into contact with a surface to which product is to be applied.

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